



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

Contract / Revision 565800 /		Alt Order # 07894548
Product OBAMA/P/D SKED C		
Contract Dates 08/04/12 - 08/17/12	Estimate # 95/101/1549	
Advertiser Obama/D/President	Original Date / Revision 08/07/12 / 08/07/12	
		Billing Cycle EOM/EOC
		Broadcast
		Cash/Trade Cash
		Station WTKR
		Account Executive Jamie Andrus
		Sales Office Washington, D.C.
Special Handling		
Demographic Adults 35+		
IDB# 8020	Advertiser Code 95	Product Code 101
Agency Ref		Advertiser Ref

And:

GMMB/Greer Margolis Mitchell & Burns
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
1 3	08/06/12	08/17/12	Newschannel 3 News		12n-1230pm		:30			NM	10
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$2,950.00
Week: 08/06/12	08/12/12	MTWTF--						6	\$295.00		
Week: 08/13/12	08/19/12	MTWTF--						5	\$295.00		
2 3	08/06/12	08/17/12	CBS Daytime		1228-3pm		:30			NM	36
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$10,620.00
Week: 08/06/12	08/12/12	MTWTF--						18	\$295.00		
Week: 08/13/12	08/19/12	MTWTF--						18	\$295.00		
3 3	08/06/12	08/17/12	Ellen Degeneres 3pm		3-4pm		:30			NM	10
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$2,000.00
Week: 08/06/12	08/12/12	MTWTF--						5	\$200.00		
Week: 08/13/12	08/19/12	MTWTF--						5	\$200.00		
4 3	08/06/12	08/17/12	NewsChannel 3 News		5-6am		:30			NM	10
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$1,200.00
Week: 08/06/12	08/12/12	MTWTF--						5	\$120.00		
Week: 08/13/12	08/19/12	MTWTF--						5	\$120.00		
5 3	08/06/12	08/17/12	Newschannel 3 News		6-7am		:30			NM	10
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$1,850.00
Week: 08/06/12	08/12/12	MTWTF--						5	\$185.00		
Week: 08/13/12	08/19/12	MTWTF--						5	\$185.00		
6 3	08/06/12	08/17/12	CBS This Morning		7-9a		:30			NM	10
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$1,400.00
Week: 08/06/12	08/12/12	MTWTF--						5	\$140.00		
Week: 08/13/12	08/19/12	MTWTF--						5	\$140.00		
7 3	08/04/12	08/11/12	Early Show Saturday		9-11am		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$200.00
Week: 07/30/12	08/05/12	-----S-						1	\$100.00		
Week: 08/06/12	08/12/12	-----S-						1	\$100.00		
8 3	08/05/12	08/12/12	CBS Sunday Morning		9-1030am		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$560.00
Week: 07/30/12	08/05/12	-----S						1	\$280.00		
Week: 08/06/12	08/12/12	-----S						1	\$280.00		
9 3	08/06/12	08/17/12	NewsCha 3 News First @ 4p	358-5pm			:30			NM	10
											\$2,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Advertiser Obama/D/President	Original Date / Revision 08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/06/12	08/12/12	MTWTF--				5	\$200.00			
		Week: 08/13/12	08/19/12	MTWTF--				5	\$200.00			
E 10 3		08/04/12	08/11/12	Newschannel 3 News	6-630pm		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 07/30/12	08/05/12	----S-				1	\$120.00			
		Week: 08/06/12	08/12/12	----S-				1	\$120.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>	
		2	3	08/06/12-08/12/12	Newschannel 3 News	6-630pm		-----Sa--	:30	\$120.00	NM	
		<i>Credited</i>										
E 11 3		08/05/12	08/12/12	Newschannel 3 News	630-7pm		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 07/30/12	08/05/12	----S				1	\$140.00			
		Week: 08/06/12	08/12/12	----S				1	\$140.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>	
		2	3	08/06/12-08/12/12	Newschannel 3 News	630-7pm		-----St	:30	\$140.00	NM	
		<i>Credited</i>										
12 3		08/06/12	08/17/12	Late Night with David Letterman	1135pm-1237am		:30			NM	10	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/06/12	08/12/12	MTWTF--				5	\$165.00			
		Week: 08/13/12	08/19/12	MTWTF--				5	\$165.00			
13 3		08/06/12	08/17/12	Late News (M-F)	11-1135p		:30			NM	4	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/06/12	08/12/12	MTWTF--				2	\$540.00			
		Week: 08/13/12	08/19/12	MTWTF--				2	\$540.00			
14 3		08/07/12	08/14/12	NCIS	8-9pm		:30			NM	2	\$2,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/06/12	08/12/12	-T-----				1	\$1,470.00			
		Week: 08/13/12	08/19/12	-T-----				1	\$1,470.00			
15 3		08/10/12	08/17/12	Friday Prime	10-11pm		:30			NM	2	\$1,960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/06/12	08/12/12	----F--				1	\$980.00			
		Week: 08/13/12	08/19/12	----F--				1	\$980.00			
E 16 3		08/04/12	08/11/12	Saturday Prime	9-10pm		:30			NM	1	\$395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 07/30/12	08/05/12	----S-				1	\$395.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>	
		1	3	07/30/12-08/05/12	Saturday Prime	9-10pm		-----Sa--	:30	\$395.00	NM	
		<i>Credited</i>										
		Week: 08/06/12	08/12/12	----S-				1	\$395.00			
V 17 3		08/10/12	08/10/12	Friday Prime	8-9pm		:30			NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/06/12	08/12/12	----F--				1	\$630.00			
V 18 3		08/09/12	08/09/12	Overnight Rotator	430-459am CBS n		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 08/06/12	08/12/12	---T---				1	\$25.00			

Totals 123 \$32,800.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/17/12	123	\$32,800.00	\$27,880.00
Totals	123	\$32,800.00	\$27,880.00

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565800 /	07894548	
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/04/12 - 08/17/12	OBAMA/P/D SKED C	95/101/1549
<u>Advertiser</u>		<u>Original Date / Revision</u>
Obama/D/President		08/07/12 / 08/07/12

Signature: _____ **Date:** _____

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